

House District \_\_\_\_\_

Senate District \_\_\_\_\_

**THE TWENTY- FOURTH LEGISLATURE  
HAWAII STATE LEGISLATURE  
APPLICATION FOR GRANTS & SUBSIDIES  
CHAPTER 42F, HAWAII REVISED STATUTES**

Log No: 185-0

For Legislature's Use Only

Type of Grant or Subsidy Request:

☒ GRANT REQUEST – OPERATING

☐ GRANT REQUEST – CAPITAL

☐ SUBSIDY REQUEST

"Grant" means an award of state funds by the legislature, by an appropriation to a specified recipient, to support the activities of the recipient and permit the community to benefit from those activities.

"Subsidy" means an award of state funds by the legislature, by an appropriation to a recipient specified in the appropriation, to reduce the costs incurred by the organization or individual in providing a service available to some or all members of the public.

"Recipient" means any organization or person receiving a grant or subsidy.

STATE DEPARTMENT OR AGENCY RELATED TO THIS REQUEST (LEAVE BLANK IF UNKNOWN): \_\_\_\_\_

STATE PROGRAM I.D. NO. (LEAVE BLANK IF UNKNOWN): \_\_\_\_\_

**1. APPLICANT INFORMATION:**

Legal Name of Requesting Organization or Individual:  
Mothers Against Drunk Driving (MADD)

Dba: MADD Hawaii

Street Address: 700 Bishop Street, Suite 1111  
Honolulu, HI 96813

Mailing Address: 700 Bishop Street, Suite 1111  
Honolulu, HI 96813

**2. CONTACT PERSON FOR MATTERS INVOLVING THIS APPLICATION:**

Name LEAH MARX

Title Executive Director

Phone # 808.532.6232

Fax # 808.532.6004

e-mail leah.marx@madd.org

**3. TYPE OF BUSINESS ENTITY:**

- ☒ NON PROFIT CORPORATION  
☐ FOR PROFIT CORPORATION  
☐ LIMITED LIABILITY COMPANY  
☐ SOLE PROPRIETORSHIP/INDIVIDUAL

4. FEDERAL TAX ID #: \_\_\_\_\_

5. STATE TAX ID #: \_\_\_\_\_

6. SSN (IF AN INDIVIDUAL): \_\_\_\_\_

**7. DESCRIPTIVE TITLE OF APPLICANT'S REQUEST:**

Reduction of impaired driving and underage drinking in Hawaii through continuation of statewide impaired-driving prevention/awareness programs; additional chapters of the college affiliate of MADD (UMADD); and establishment of a MADD chapter in Hawaii County.

**8. FISCAL YEARS AND AMOUNT OF STATE FUNDS REQUESTED:**

FY 2008-2009 \$ 172,575

FY 2009-2010 \$ 122,375

**9. STATUS OF SERVICE DESCRIBED IN THIS REQUEST:**

- ☒ NEW SERVICE (PRESENTLY DOES NOT EXIST)  
☐ EXISTING SERVICE (PRESENTLY IN OPERATION)

SPECIFY THE AMOUNT BY SOURCES OF FUNDS AVAILABLE AT THE TIME OF THIS REQUEST:

STATE \$ \_\_\_\_\_

FEDERAL \$ 271,000

COUNTY \$ \_\_\_\_\_

PRIVATE/OTHER \$ 137,794

TYPE NAME & TITLE OF AUTHORIZED REPRESENTATIVE:



LEAH MARX, EXECUTIVE DIRECTOR  
NAME & TITLE

01/30/08  
DATE SIGNED

## **MADD Hawaii**

### **Application for Grants and Subsidies**

#### **I. Background and Summary**

##### **A. Applicant Background**

Mothers Against Drunk Driving (MADD) is a 501(c) (3) tax-exempt organization founded at the national level in 1980 and chartered in Hawaii in 1984. The mission of MADD is: *to stop drunk driving, support the victims of this violent crime and prevent underage drinking.*

For over two decades, MADD has been highly successful in drawing public attention to the problem of impaired driving and promoting viable alternatives and solutions through community education/public awareness campaigns and public policy activity. The organization has also provided support and advocacy to the victims and families who suffer the pain and loss resulting from impaired driving crashes in our state.

In the past decade, MADD has strengthened programs and activities that target youth, promoted youth involvement and leadership, expanded educational/awareness programs, increased public policy activity related to underage drinking, and participated in enforcement activities to reduce access to alcohol by minors.

The national MADD organization consists of over 400 entities across the United States and internationally that provide local services to support MADD's mission. A Gallup survey in 2000 revealed 97% name recognition for MADD in the nation. MADD is not just mothers; we are any person - male and female, old and young, married and single, with and without children - who are committed to the fight against drunk driving and underage drinking. MADD Hawaii has a current membership of over 2,300 supporters, with approximately one-third of our members being victims of drunk driving crashes.

### **SUMMARY OF PROBLEM**

#### **The Drunk Driving Problem**

Although alcohol-related fatalities have declined by more than 40 percent nationally since MADD was founded in 1980, progress has stalled in recent years across the nation and in Hawaii. Each year in the nation, nearly 17,000 people die in alcohol-related traffic crashes and of those, almost 13,000 are killed by drivers with an illegal alcohol level of 0.08 or above. This represents more than 1,400 families every month that must live with the tragic consequences of impaired driving.

In 2006 in Hawaii, 84 or 52% of the 161 traffic fatalities were alcohol-related, while the national average was 41%. That represented a 16.7% increase from the prior year at the same time the nation saw a 0.1% overall increase. In 2006, **Hawaii was ranked the worst state in the nation, as we held the unfortunate distinction of having the highest percentage of traffic fatalities that were alcohol-related.**

In the twenty year period from 1982 until 2002, alcohol-related fatalities declined in Hawaii by nearly 50 percent. A similar decrease was seen across the country and MADD was credited with being the force

that initiated this tremendous effort to save lives. It was MADD who put a face and tragic story to the cold statistics. By starting advocacy efforts in state legislatures across the country, by monitoring courts, and by vastly increasing public education and awareness, MADD helped create behavior change in society. Since 2002, however, alcohol-related fatalities have started climbing in Hawaii making it vital to intensify education and enforcement efforts to increase public safety in our state.

Drunk driving has significant health, social and economic consequences for our state which is immeasurably compounded by the heartache and life-altering impact on victims and families. It is a 100% preventable violent crime, yet is the most frequently committed violent crime in the nation (MADD, 1996). Drivers involved in alcohol-related fatal crashes are eight (8) times more likely to have had a drunk driving conviction in the previous five years than drivers randomly selected from the general population (IIHS, 2001). Repeat drunk drivers account for about one-third of DUI arrests annually and 10-20% of drinking drivers in fatal crashes (NHTSA, 1999). More than one million people are arrested annually for impaired driving and in Hawaii; over 6,500 arrests were made in 2007. It is estimated that impaired drivers drove drunk between 80 to 100 times before they were arrested the first time. To further illustrate the pervasiveness of this life-threatening crime, in 1999, approximately 1.5 million drivers were arrested for driving under the influence of alcohol or narcotics equaling one arrest for every 121 licensed drivers in the country (NHTSA, 2000).

### **The Underage Drinking Problem**

Alcohol continues to pose great health risks to our youth. Alcohol is the No. 1 drug of choice among youth (SAMHSA, 2003). Alcohol kills more youth than all other illicit drugs combined and is the leading factor in the three primary causes of teen death – traffic crashes, homicide and suicide (Grunbaum et al, 2001). Recent studies have revealed that the brain continues to develop until about the age of 21 – and perhaps as late as 25 – and that alcohol negatively affects the developing brain, particularly learning and memory function. More than 40% of youth who start drinking before the age of 13 will develop alcohol abuse or alcohol dependence at some point in their lives (Grant et al, 1997).

In Hawaii, there are shockingly high rates of alcohol use among our youth as reported by the Department of Health Hawaii Student Alcohol, Tobacco, and Other Drug Use Study. The 2003 study revealed that 73% of twelfth graders reported using alcohol at least once in their lifetime and 36% reported monthly use of alcohol. Thirteen percent (13%) of these seniors met the criteria for alcohol abuse and treatment. The survey further reported that “across all grade levels, incidence of alcohol use is higher, and onset is earlier, than for all other substances. Alcohol is the only substance having a high initiation rate clearly beginning by 9 years old or younger (on average, 10% reported having tried alcohol by 9 years of age).”

One of the recommendations of the 2003 study stated: “Increase community awareness of the serious consequences of underage alcohol usage. Communities need to employ effective strategies designed to decrease underage alcohol usage. Underage alcohol usage initiatives should include limiting access to alcohol through stricter enforcement of laws and regulations designed to prohibit alcohol use by minors and by providing prevention and education activities that deter youth alcohol usage in schools and within communities. Media and public relation efforts need to raise awareness of the problems and solutions to underage drinking.”

## **B. Goals and Objectives**

The overall goal of this project is to reduce drunk driving and underage drinking in the State of Hawaii. MADD is making its second request for a legislative subsidy because of a significant decrease in the

organization's funding the past few years and the unsuccessful outcome of our 2007 GIA request. The MADD National Office has severely reduced its financial support to affiliates across the country. For MADD Hawaii, this translated to 40% reduction in our national allocation just at the time when one of our state agency grants concluded. MADD Hawaii has reduced staffing levels and made other budgetary reductions in response to this decrease in income. As a result, MADD Hawaii will be unable to fulfill some of its programming goals without financial assistance to compensate for a portion of this revenue reduction. Curtailing needed education and awareness programming at this time is unacceptable to MADD Hawaii in light of increasing alcohol-related fatalities and problems with underage drinking which necessitates significant efforts to battle growing public complacency. Therefore, MADD is seeking a legislative subsidy to enable its continued life-saving initiatives and to expand programs to three exceptionally high-risk populations: Hawaii County drivers, male drivers between the ages of 18 and 34, and youth.

Through a three-pronged approach, MADD Hawaii seeks to expand and strengthen its existing public education/prevention capabilities and reach in order to heighten understanding of the health, social and economic impact of drunk driving and underage drinking, and to promote long-term normative and behavioral changes. The objectives of this proposed project are to:

1. Expand MADD's presence and programs to Hawaii County and establish a separate chapter;
2. Increase statewide awareness and education about impaired driving through three approaches: increased media campaigns, development of a victim video presentation, and redesign and improvement of the MADD Hawaii informational website.
3. Increase the number of UMADD chapters in Hawaii to reduce college-age drinking and its consequences.

### **C. Public Purpose and Needs To Be Served**

The alarmingly high rates of drunk driving and underage drinking in Hawaii cannot be permitted to continue. Existing initiatives will require additional strategies that target the general public but also focus on specific higher risk groups and geographic areas.

The residents of Hawaii County face a disproportionate risk of being killed or injured by drunk or drugged driving and the affects of underage drinking. The entire population of the state also bears the risk and burden of these pervasive crimes. The consequences of impaired driving and underage drinking continue to result in great health and economic costs to the State and yet these problems continue to suffer from public complacency.

### **D. Target Population To Be Served**

The project proposed will benefit the entire population in the State of Hawaii with emphasis on the highest risk groups including males 18-34 years of age, youth, and the County of Hawaii due to their disproportionate rate of drunk driving crashes and fatalities.

### **E. Geographic Coverage**

The proposed media campaigns, video presentation and MADD website redesign aim to reach and serve the entire State of Hawaii. The UMADD project will directly benefit students on university campuses across the state and secondarily impact the communities in which these universities and students reside.

The programs and services of the proposed County of Hawaii MADD chapter will address the growing needs of the Big Island.

## **II. Service Summary and Outcomes**

### **A. County of Hawaii MADD Chapter**

#### Rationale:

There is clearly a significant need and a history of recurrent requests for MADD to establish a formalized presence on the Big Island in light of the high rate of alcohol-related crashes and fatalities. Research confirmed the disproportionately higher rate of motor vehicle-related deaths in Hawaii County compared to other counties and the absence of any coordinated collaboration to reduce these high rates. The number of motor vehicle-related fatalities in Hawaii County is disproportionately higher per capita than the rate for the City and County of Honolulu, Maui and Kauai. In recent years, almost 70% of the traffic fatalities in Hawaii County were alcohol related. In 2007 in the State of Hawaii, over 6,500 DUI arrests were made, of which, 1,411 were from the Hawaii County alone.

In response to these alarming rates, the Motor Vehicle Crash Reduction Group was formed in 2003 followed by an Impaired Driving Taskforce in 2005. These Big Island-based groups fully support the development of a MADD chapter to augment their efforts and provide further collaborative opportunities.

A framework is solidly in place in Hawaii County to support this establishment of a MADD Chapter. The MADD Hawaii Victim Advocate travels quarterly to the Big Island to coordinate victim support services, four trained volunteer victim advocates provide individual victim support services, and a small group of MADD Youth In Action and adult volunteers conduct periodic underage drinking prevention activities.

The statistics reinforce the critical need to bolster prevention and education efforts on the Big Island. With current advocacy groups and MADD volunteers already engaged, more formalized and coordinated efforts can be undertaken, which in light of the geographic size of the Big Island, will be necessary to ensure volunteers and activities blanket the three primary population areas.

#### Proposed Project:

MADD Hawaii proposes to its outreach to the County of Hawaii to more directly and effectively reach the residents of this island with MADD programs and services aimed to reduce drunk and drugged driving and underage drinking. A part-time Chapter Coordinator will be hired and trained to execute MADD's mission under direction and supervision of the MADD Hawaii Executive Director. The Chapter Coordinator will attend formal MADD training and meet with the Executive Director on a quarterly basis.

MADD seeks financial support for a two-year period to provide the opportunity to create the chapter structure, strategic plan, establish an active volunteer core, develop core program and event strategies, build community relationships, and establish a fundraising plan to address long-term sustainability. The responsibilities of this chapter will include undertaking the following initiatives:

- a) *Provide free victim support services:* Support injured victims or bereaved survivors, continuing to support existing victims and recruit new Volunteer Victim Advocates.

- b) *Coordinate drunk driving prevention activities:* Coordinate Red Ribbon campaign, community sign-waving, community/school/military presentations, designated driver promotion, law enforcement and sobriety checkpoint support, and media relations and campaigns.
- c) *Coordinate underage drinking prevention activities:* Coordinate Youth In Action program, youth recruitment/training, community/school/military presentations, community sign-waving and media relations and campaigns.
- d) *Establish Community Collaborations:* Network and establish productive relationships with community groups, service agencies, government departments, law enforcement, legislators, media, businesses and concerned residents.
- e) *Support the recently established Hawaii County Court Monitoring program.* Support training of volunteers and uniform data collection and encourage dialog with judges.

Cost: Year 1: \$61,130

- \$31,750 Chapter Coordinator & Executive Director Supervision/Support (Payroll)
- \$1,280 Supervision Overhead (Rent & parking)
- \$6,100 Chapter Coordinator Training/Travel
- \$13,000 Facilities/Supplies/Communication
- \$3,000 Equipment Purchase
- \$6,000 Chapter Program Materials/Initiatives

Year 2: \$57,980

- \$33,600 Chapter Coordinator & Executive Director Supervision/Support (Payroll)
- \$1,280 Supervision Overhead (Rent & parking)
- \$4,100 Chapter Coordinator Training/Travel
- \$13,000 Facilities/Supplies/Communication
- \$6,000 Chapter Program Materials/Initiatives

## **B. Public Awareness and Education Campaigns**

### **Media Campaign**

Rationale:

Historically, drunk driving fatalities increased during the summer months and the holiday season, and underage fatalities spiked during prom/grad season. MADD Hawaii has worked annually with local media to secure corporate-sponsored media campaigns as well as purchased media campaigns through grant funds to promote safe and sober driving and the use of designated drivers. A recent reduction in grant funding has decreased our ability to maintain regular messaging during these high-risk periods.

Because the police cannot apprehend all offenders, the success of impaired driving laws depends on deterring potential offenders by creating the public perception that apprehension and punishment is likely. Research has shown that the likelihood of apprehension is more important in deterring offenders than the severity of punishment. This effect is thought to be particularly true for the worst offender cohort: males aged 18-34. The key to creating this perception is enforcement. Merely passing strong laws is not enough. Enforcement efforts must be sustained and well publicized to create a realistic threat of apprehension (IIHS, 2005).

Proposed Project:

**1) Traditional Marketing:** MADD proposed to coordinate a prevention/education media campaign minimally three times per year. Corporate-sponsorships will further broaden this goal. A campaign focusing on safe and sober driving and the use of designated driving will target the summer and holiday

season. A safe and sober, alcohol-free message will target the prom/grad season. MADD will work with radio, television and/or cinema to determine the best vehicle to achieve campaign goals and reach the desired population. MADD is able to negotiate matching in-kind flights for all media buys. This subsidy funding will help to ensure continued seasonal – and perhaps non-seasonal – messaging as well as enable MADD to access professional PR/communications consultation which is critical in helping to shape our messaging and secure coverage.

**2) Non-Traditional Marketing:** MADD has recently begun to explore non-traditional (urban/guerilla) marketing strategies to target males 18-34 via mediums they more commonly use than traditional television/radio/print marketing. To augment efforts to address the disproportionate rate of drunk driving and related fatalities on the Big Island, MADD has sought the expertise of a marketing firm to develop a Street Marketing Campaign. The campaign objective will be to increase the awareness among Big Island males 18-34 of the frequency and ubiquity of impaired-driving checkpoints and patrols. Posters, stickers, windshield flyers and other basic “point-of-sale” printed materials carrying this message will be distributed during a 6-month period in venues across the Big Island frequented by target males, including workplaces, bars, restaurants, clubs, retail outlets selling alcohol, concerts, sporting events, and County parks.

**Measuring Results:** Immediately prior to, and immediately following, the non-traditional campaign, mall-intercept interviews and focus groups will be conducted among males 18-34 in Hilo and Kona to measure their perception of the likelihood of arrest if they were to drink and drive. Although it is impossible to estimate the current levels of perception, based on significant research in this area, a notable increase in perceived risk of apprehension will have a significant deterrent effect.

**Transferability:** It is hoped that outcomes of the Big Island pilot campaign will demonstrate behavioral change as well as encourage the campaign adoption by other counties.

**Cost:** Year 1: \$79,390

- \$45,000 Three Traditional Media Campaigns
- \$25,000 Big Island Non-Traditional Marketing Campaign
- \$5,000 PR/Communications Consultant
- \$3,750 Project Oversight (Salary)
- \$640 Supervision Overhead (Rent & parking)

Year 2: \$54,290

- \$45,000 Three Traditional Media Campaigns
- \$5,000 PR/Communications Consultant
- \$3,650 Project Oversight (Salary)
- \$640 Supervision Overhead (Rent & parking)

## **Victim Video Presentation**

### **Rationale:**

MADD Hawaii receives frequent and regular requests to speak at community, school, military and workplace events. In these presentations, the MADD speaker will typically address the drunk driving and underage drinking problem in Hawaii, share strategies by which the audience can help combat these problems, and provide information about MADD's free victim support services. MADD attempts to incorporate a victim speaker into these presentations who offers a first-hand and poignant perspective into the heartbreaking, life-altering impact of drunk driving. Audience feedback reinforces the importance of this powerful component of the presentations. Unfortunately MADD does not have the

capacity to respond to all community requests and therefore seeks to augment our community education/prevention efforts through the production of a video to capture similar content to offer when speakers are not available.

**Proposed Project:** MADD proposed to develop a 20-minute video featuring victim speakers inter-mixed with facts and prevention strategies. The video can be share with community groups, schools, military bases and employers.

**Cost:** Year 1 (only): \$8,070

- \$6,000 Video Production (Vendor)
- \$1,750 Project Oversight (Salary)
- \$320 Supervision Overhead (Rent & parking)

### **MADD Hawaii Website Redesign**

**Rationale:**

MADD Hawaii currently hosts a website but recently has struggled with design and content management. In this age of internet-focused communication and information-sharing, MADD recognizes the importance of providing accurate and current web-based information to the public. To reduce costs and simplify content management, MADD Hawaii seeks to redesign its website utilizing a new website template offered by the National Office of MADD. This simplified, host-friendly website will enable MADD chapters to more easily update and maintain their sites. Once redesigned and launched, MADD Hawaii will be capable of performing regular modifications and updates related to current statistics, announcements, events, programs and services. The site will be hosted by the MADD National office without cost to the chapter.

**Proposed Project:** MADD proposed to seek professional web design assistance to redesign the MADD Hawaii website. Following redesign, this site will be launched and hosted free-of-charge by MADD National.

**Cost:** Year 1: \$9,345

- \$7,000 Website Content & Design (Vendor)
- \$2,025 Project Oversight & Website Maintenance (Salary)
- \$320 Supervision Overhead (Rent & parking)

Year 2: \$1,945

- \$1,625 Project Oversight & Website Maintenance (Salary)
- \$320 Supervision Overhead (Rent & parking)

### **C. UMADD (College-Based MADD Affiliate)**

**Rationale:**

Each year, drinking by college students aged 18-24 contributes to 1,700 student deaths and nearly 600,000 injuries in the nation. Students under the age of 21 drink approximately half of all alcohol consumed by college students. Forty-four percent of college students nationwide report binge drinking and more than 2 million college students drink and drive each year.

**Proposed Project:**

UMADD is a campus-based student organization composed of student and campus leaders concerned about underage drinking, high-risk drinking and impaired driving. The goals of a UMADD chapter are to engage students in prevention strategies to limit alcohol availability to youth under 21 both on and off



campus, work with law enforcement agencies to increase enforcement of underage drinking and impaired driving laws, work with campus leaders to establish clear and effective policies designed to minimize alcohol problems and restrict alcohol promotion and marketing of alcoholic beverages to college students. For more information, visit [www.umadd.org](http://www.umadd.org).

MADD Hawaii hosted a UMADD training conference in the summer of 2007 at which the UH Manoa, UH Hilo and Chaminade University were represented. However only UH Manoa and Hilo established UMADD chapters. We remain committed to developing a chapter at Chaminade University as well as Hawaii Pacific University. However grant funding is no longer available to support this expansion among campuses or to provide ongoing support.

MADD seeks funding to host a spring 2008 UMADD training for Chaminade and Hawaii Pacific Universities (and UH as a refresher), provide material/activity support (\$1,000 each university/year), and to offer ongoing technical guidance.

Cost: Year 1: \$14,640

- \$8,000 UMADD Training (Trainer, Venue, Materials)
- \$2,000 UMADD Chapters (2) Activity Support
- \$4,000 Project Oversight (Salary)
- \$640 Supervision Overhead (Rent & parking)

Year 2: \$8,190

- \$4,000 UMADD Chapters (4) Activity Support
- \$3,550 Project Oversight (Salary)
- \$640 Supervision Overhead (Rent & parking)

## Projected Annual Timeline

Fiscal Year 2008-2009		
Month	Activity	Responsible Person
Jul 08-Jun 09	Provide oversight of UMADD chapters with MADD Youth Program Coordinator, provide funding to support campus initiatives and materials	Executive Director
July 08	Recruit Hawaii County Chapter Coordinator	Executive Director
	Develop Summer Media Campaign with media vendors and PR consultant	Executive Director
July-Aug 08	Summer Media Campaign	Executive Director
Aug-Sept 08	Train Hawaii County Chapter Coordinator	Executive Director
September 08	Commence MADD Hawaii website redesign with design vendor and PR consultant	Executive Director
	Hawaii County Chapter Coordinator to MADD National Conference	HI County Coordinator
Oct-Nov 08	Develop Holiday Media Campaign with media vendors and PR consultant	Executive Director
December 08	Holiday Media Campaign	Executive Director
January 09	MADD Hawaii redesigned website launch	Executive Director
	Commence production of Victim Video with design vendor, PR consultant and volunteer victim speakers	Executive Director
Feb-Mar 09	Develop Prom/Grad Media Campaign with media vendors, PR consultant and MADD Youth Program Coordinator	Executive Director, HI County Coordinator
	Develop Non-Traditional Marketing Campaign on Big Island with marketing firm and PR consultant	Executive Director
April 09	Pre-campaign mall-intercept survey and focus groups (baseline level for Non-Traditional Marketing Campaign on Big Island targeting males 21-34)	Executive Director, HI County Coordinator, Volunteers
	UMADD training for multiple university campuses	Executive Director
	Hawaii County Chapter Coordinator to MADD National advocate training institute	HI County Coordinator
April-June 09	Prom/Grad Media Campaign	Executive Director
May 09	Launch Non-Traditional Marketing Campaign on Big Island targeting males 21-34) by marketing vendor	Executive Director
June 09	Complete production of Victim Video	Executive Director
	Develop Summer Media Campaign with media vendors and PR consultant	Executive Director
Fiscal Year 2009-2010		
Jul 09-Jun 10	Provide oversight of UMADD chapters with MADD Youth Program Coordinator, provide funding to support campus initiatives and materials	Executive Director
	Provide oversight and support to Hawaii County MADD Chapter	Executive Director
July 09	Submit Annual Grant Report	Executive Director
July-Aug 09	Summer Media Campaign	Executive Director
September 09	Hawaii County Chapter Coordinator to MADD National Conference	HI County Coordinator
Oct-Nov 09	Develop Holiday Media Campaign with media vendors and PR consultant	Executive Director
November 09	Post-campaign mall-intercept survey/focus groups (Non-Traditional Marketing Campaign on Big Island targeting males 21-34)	Executive Director, HI County Coordinator, Volunteers
December 09	Holiday Media Campaign	Executive Director
Feb-Mar 10	Develop Prom/Grad Media Campaign with media vendors, PR consultant and MADD Youth Program Coordinator	Executive Director
April-June 10	Prom/Grad Media Campaign	Executive Director
August 10	Submit Final Grant Report	Executive Director

## Quality Assurance and Evaluation

### QUALITY ASSURANCE PLAN

With the Hawaii County Chapter Coordinator (for Hawaii County activities) and the Youth Program Coordinator (for UMADD activities), the Executive Director will review program activities and outcomes quarterly following completion of quarterly performance and fiscal reports. The quality assurance review will consist of the following which will be presented to the MADD Hawaii Council (board) quarterly:

- a) Quarterly and Annual Grant Reports
- b) Monthly (or quarterly) Fiscal Reports
- c) Monthly and Annual Progress Reports (to Executive Director)

### PROJECT EVALUATION

#### 1. Hawaii County MADD Chapter

- Determine baseline data for County (drunk driving fatalities, DUI arrests, etc.), report annual changes in data and where possible to isolate the impact of MADD initiatives.
- Develop strategic plan for chapter with new Chapter Coordinator to include MADD's core programs.
- Monitor chapter activity/progress via quarterly progress report to ensure compliance with chapter strategic plan and MADD policy and core programming.
- Determine baseline for volunteer involvement (initial chapter volunteers), report number of volunteers and activities quarterly.

#### 2. Public Awareness and Education Campaigns

##### a) Media Campaign

- Obtain demographic/reach/frequency data from media outlet(s) for each campaign to ensure target audience adequately represented.

##### b) Victim Video

- Develop brief evaluation form to accompany video.
- Compile results from evaluation forms on a quarterly or semi-annual basis depending on rate of dissemination.

##### c) MADD Website

- Determine baseline rate of website hits on current (outdated) website.
- Redesign website and increase rate of references to website.
- Monitor website hit rates quarterly to identify usage increase or decrease.

#### 3. UMADD

- Determine baseline data for number of UMADD chapters and number of students involved in each chapter at outset of project.
- Create student recruitment and activity plan with each chapter and monitor semi-annually.
- Annually report number of UMADD chapters and number of students involved in each chapter.
- Determine baseline number of alcohol-related incidences on each campus where UMADD chapter exists at outset of project.
- Report annually the changes in number of alcohol-related incidences on each campus where UMADD chapter exists and where possible to isolate the impact of UMADD initiatives.

### **III. Financial**

#### **Budget**

Please see attached:

2008 POS-GIA Page 4 MADD Yr 1  
2008 POS-GIA Page 4 MADD Yr 2  
2008 POS-GIA Page 5 MADD Yr 1  
2008 POS-GIA Page 5 MADD Yr 2  
2008 POS-GIA Page 6 MADD Yr 1  
2008 POS-GIA Page 6 MADD Yr 2  
2008 POS-GIA Page 7 MADD Yr 1  
2008 POS-GIA Page 7 MADD Yr 2  
2008 POS-GIA Page 8 MADD

### **IV. Experience and Capability**

#### **A. Necessary Skills and Experience**

##### **HISTORY**

MADD has been the leader in the prevention of drunk driving and a provider of victim support services since it began nationally in 1980 and in Hawaii in 1984. In 1996, MADD launched dedicated programming to address the serious problem of underage drinking at the national and local levels. A successful and diverse track record of programming provides MADD Hawaii with a solid foundation to expand and augment existing programs to further our impact and effectiveness in the state.

##### **MADD NATIONAL SUPPORT**

The Programs Department of the National Office of MADD spearheads the development of new programs and supports chapter-developed programs with the guidance of research and academic experts in the area of drunk driving, underage substance abuse and prevention, and behavioral science. Emerging research provides the foundation for the development of innovative and replicable programs both nationally and locally. The MADD National Office provides ongoing support and education to MADD chapters through consultation, dissemination of new research and findings, and an annual conference. The annual conference features a speakers bureau training and sessions on prevention, education and enforcement practices and programs focused on the reduction of drunk driving and underage drinking.

##### **SKILLS, ABILITIES, KNOWLEDGE AND EXPERIENCE**

MADD Hawaii is one of the most dynamic MADD chapters in the nation as a result of innovative programs addressing community needs, increased public awareness and involvement, and successful public policy efforts, media advocacy, fund development and community collaborations. MADD Hawaii strengths include: dedicated and experienced staff and council (board of directors), long-standing and reputable presence in the state, high brand recognition, MADD National Office support, well-established and requested public awareness, prevention and youth programs, victim support services, productive rapport with Governor and Lt. Governor's offices, State Departments of Health, Education and

Transportation, county police departments, and the state legislature, fund development to partially support programs, and effective community partnering.

#### **EXAMPLES OF RELATED PROJECTS: 2005 – 2007**

- Hosted the annual *Tie One On For Safety* Red Ribbon campaign through which over 250,000 red ribbons are distributed statewide each year.
- Augmented the Red Ribbon campaign with a media campaign encouraging safe and sober driving.
- Coordinated the Hawaii Partnership to Prevent Underage Drinking (HPPUD), a statewide initiative with coalitions in each county comprised of government, law enforcement, community agencies, youth and concerned citizens who develop strategies to combat the underage drinking problems unique to each county and the state in general.
- Established four UMADD chapters to address the problem of underage drinking and drunk driving unique to university campuses and involved students in exploring creative prevention strategies.
- Hosted an annual statewide underage drinking prevention conference.
- Provided statewide victim support and advocacy services to injured victims and bereaved families.
- Hosted an annual Candlelight Vigil of Hope and participated on a multi-agency committee to develop National Victims' Rights Week events.
- Partnered with law enforcement across the state to host Sobriety Checkpoints to detect and deter impaired driving, and helped heighten media attention.
- Trained volunteers and/or staff to speak regularly to community groups, schools, military or businesses about dangers of drunk driving and underage drinking, and shared prevention strategies.

### **B. Facilities**

#### **MADD HAWAII STATE OFFICE**

The MADD Hawaii office is centrally located in downtown Honolulu. Agency administration and program management are performed from this office. The MADD office is ADA compliant.

#### **COUNTY OF HAWAII CHAPTER**

The part-time Coordinator of the Hawaii County MADD Chapter will require office space from which to coordinate activities, store materials and host meetings. MADD Hawaii will seek to secure shared office space to reduce overhead for this part-time position. Assurances will be made to secure a facility that meets ADA requirements and provides access to parking, use of photocopier/fax and meeting space. Equipment purchases necessary for this position will include, unless provided by leaseholder: computer/keyboard/monitor/software, printer, desk, chair, locking file cabinet and shelf.

### **V. Personnel: Project Organization and Staffing**

#### **A. Proposed Staffing, Staff Qualifications, Supervision and Training**

**Executive Director:** Leah Marx, possesses a Masters in Social Work. Hired August 2005, she worked as the Court Monitor Program Specialist before being promoted to Executive Director in May of 2007. She possesses agency, program, fiscal, personnel and volunteer management, and fund development capabilities. She is responsible for developing, implementing and managing a range of programs, projects and events, planning and managing agency public relations and communication plan, and serves

as agency spokesperson. Leah possesses solid knowledge of MADD policy and procedure to support the development of an office in the County of Hawaii. She is experienced in UMADD development, media campaigns and video production.

Hawaii County Chapter Coordinator: Candidate will possess skills and experience in project development and management, fiscal management, data collection and reporting, volunteer recruitment, training and supervision, public speaking, and community collaboration building. Candidate will attend MADD Advocate Training Institute (MATI) for initial training, receive ongoing training and support by the MADD Hawaii Executive Director, and attend the annual MADD National Conference for continued professional development. Position supervised by MADD Hawaii Executive Director.

Youth Program Coordinator: Brandi Yasuoka possesses a BA degree in Comparative Studies and Race & Ethnicity. She was hired in April 2007 and has vastly expanded both the Youth In Action and UMADD programs throughout the state. Brandi possesses knowledge of underage drinking problems, laws, sanctions and civil liability issues. She is responsible for recruiting, training and supervising youth and adult volunteers statewide. She is experienced in youth team-building and leadership skills. She is responsible for monitoring the program budget and adheres to MADD policy and financial procedures. She is also tasked with coordinating all Youth In Action training conferences, and other events/conferences for underage drinking issues. Brandi assists with creation of UMADD chapters and underage drinking prevention media campaigns. This position supervised by MADD Hawaii Executive Director.

## **B. ORGANIZATION CHART**

1. **ORGANIZATIONAL CHART** - Please see attached chart.

2. **ORGANIZATIONAL STRUCTURE AND RESPONSIBILITIES**

a) Executive Director: Leah Marx Reports to: MADD National  
 Time: 1.0 FTE  $\Rightarrow$  25% to proposed project year 1 and 22.5% to proposed project year 2  
 Responsibility: Plan/execute and/or approve/monitor project initiatives, provide staff support and fiscal management and coordinate public relations and fundraising.

b) Hawaii County Chapter Coordinator: Vacant Reports to: Executive Director  
 Time: .50 FTE  $\Rightarrow$  100% to proposed project years 1 and 2  
 Responsibility: Chapter activity, fiscal and volunteer management, service delivery, program data collection, contract compliance, community coalition building and chapter spokesperson.

c) Youth Program Coordinators: Brandi Yasuoka Reports to: Executive Director  
 Time: 1.0 FTE  $\Rightarrow$  10% to support proposed UMADD initiative in year 1 and 2 (at no cost to proposed project as falls under terms of other funding source).  
 Responsibility: Youth volunteer recruitment, training and supervision, media, legislative and awareness/educational activities, data collection and activity reporting.

## **VI. Other**

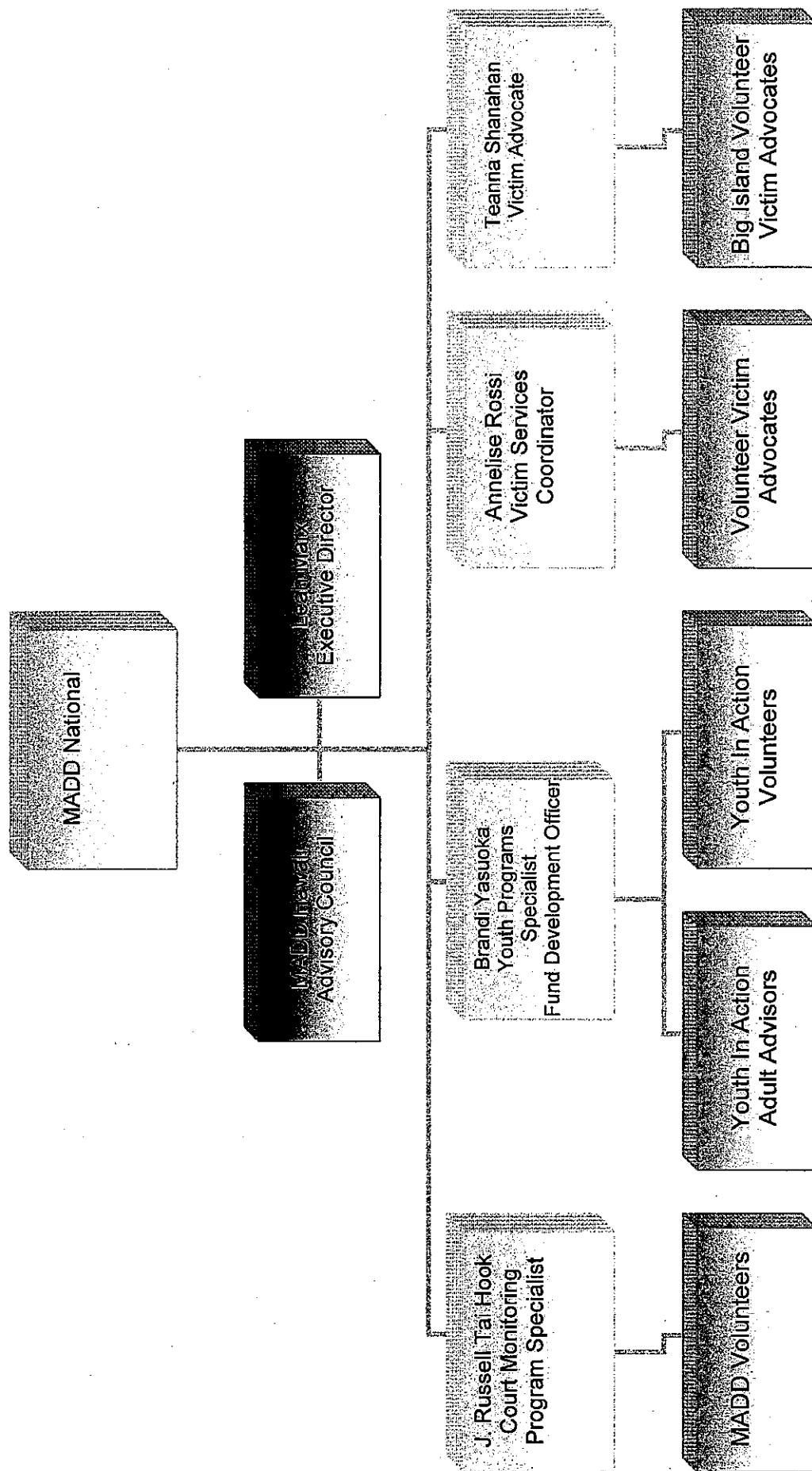
### **A. Litigation**

n/a

**B. Licensure or Accreditation**

The MADD Hawaii State Office was chartered in 1984 as an affiliate of the national organization of Mothers Against Drunk Driving.

# MADD - Hawaii Organizational Chart





# BUDGET REQUEST BY SOURCE OF FUNDS

(Period: July 1, 2008 to June 30, 2009)

Applicant: Mothers Against Drunk Driving (MADD) Hawaii

BUDGET CATEGORIES	Total State Funds Requested (a)	(b)	(c)	(d)
<b>A. PERSONNEL COST</b>				
1. Salaries -	37,500			
2. Payroll Taxes & Assessments	4,250			
3. Fringe Benefits	1,525			
<b>TOTAL PERSONNEL COST</b>	<b>43,275</b>			
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island	1,400			
2. Airfare, Out-of-State	1,800			
3. Contract Services: PR/Communications	5,000			
4. Contract Services: Video Production	6,000			
5. Contract Services: Web Design	7,000			
6. Insurance	0			
7. Lease/Rental of Equipment	0			
8. Lease/Rental of Space	12,800			
9. Mileage	900			
10. Postage	600			
11. Program Activities	9,000			
12. Publication and Printing	77,000			
13. Staff Training	600			
14. Subsistence/Per Diem	400			
15. Supplies (Office Supplies - HI County)	2,000			
16. Telecommunication	800			
17. Transportation	1,000			
18. Utilities	0			
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>126,300</b>			
<b>C. EQUIPMENT PURCHASES</b>	<b>3,000</b>			
<b>D. MOTOR VEHICLE PURCHASES</b>	<b>0</b>			
<b>E. CAPITAL</b>	<b>0</b>			
<b>TOTAL (A+B+C+D+E)</b>	<b>172,575</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	172,575	Leah Marx 808.532.6232		
(b)		Name (Please type or print) Phone		
(c)		Signature of Authorized Official Date		
(d)		Leah Marx, Executive Director		
<b>TOTAL REVENUE</b>	<b>172,575</b>	Name and Title (Please type or print)		

# BUDGET REQUEST BY SOURCE OF FUNDS

(Period: July 1, 2009 to June 30, 2010)

Applicant: Mothers Against Drunk Driving (MADD) Hawaii

BUDGET CATEGORIES	Total State Funds Requested (a)	(b)	(c)	(d)
<b>A. PERSONNEL COST</b>				
1. Salaries	37,000			
2. Payroll Taxes & Assessments	3,925			
3. Fringe Benefits	1,500			
<b>TOTAL PERSONNEL COST</b>	<b>42,425</b>			
<b>B. OTHER CURRENT EXPENSES</b>				
1. Airfare, Inter-Island	1,100			
2. Airfare, Out-of-State	900			
3. Contract Services: PR/Communications	5,000			
4. Insurance	0			
5. Lease/Rental of Equipment	0			
6. Lease/Rental of Space	12,500			
7. Mileage	900			
8. Postage	600			
9. Program Activities	1,000			
10. Publication and Printing	54,000			
11. Staff Training	600			
12. Subsistence/Per Diem	200			
13. Supplies (Office Supplies - HI County)	1,750			
14. Telecommunication	800			
15. Transportation	600			
16. Utilities	0			
<b>TOTAL OTHER CURRENT EXPENSES</b>	<b>79,950</b>			
<b>C. EQUIPMENT PURCHASES</b>	<b>0</b>			
<b>D. MOTOR VEHICLE PURCHASES</b>	<b>0</b>			
<b>E. CAPITAL</b>	<b>0</b>			
<b>TOTAL (A+B+C+D+E)</b>	<b>122,375</b>			
<b>SOURCES OF FUNDING</b>		Budget Prepared By:		
(a) Total State Funds Requested	122,375	Leah Marx 808.532.6232		
(b)		Name (Please type or print)		
(c)		Signature of Authorized Official		
(d)		Date		
<b>TOTAL REVENUE</b>	<b>122,375</b>	Leah Marx, Executive Director		
		Name and Title (Please type or print)		

# BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: MADD Hawaii

Period: July 1, 2008 to June 30, 2009

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME BUDGETED TO REQUEST B	TOTAL SALARY BUDGETED IN REQUEST A x B
Executive Director	1	\$72,500.00	25.00%	\$ 18,125.00
Hawaii County Coordinator	0.5	\$25,150.00	100.00%	\$ 25,150.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				\$ 43,275.00
JUSTIFICATION/COMMENTS: Includes salary, payroll taxes, benefits and payroll processing fee				

# BUDGET JUSTIFICATION PERSONNEL - SALARIES AND WAGES

Applicant: MADD Hawaii

Period: July 1, 2009 to June 30, 2010

POSITION TITLE	FULL TIME EQUIVALENT	ANNUAL SALARY A	% OF TIME BUDGETED TO REQUEST B	TOTAL SALARY BUDGETED IN REQUEST A x B
Executive Director	1	\$80,000.00	20.00%	\$ 16,000.00
Hawaii County Coordinator	0.5	\$26,425.00	100.00%	\$ 26,425.00
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
				\$ -
<b>TOTAL:</b>				<b>42,425.00</b>
JUSTIFICATION/COMMENTS: Includes salary, payroll taxes, benefits and payroll processing fee				

# BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: MADD Hawaii

Period: July 1, 2008 to June 30, 2009

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
Computer	1	\$1,500.00	\$ 1,500.00	1500
Printer	1	\$200.00	\$ 200.00	200
Desk & Chair	1	\$800.00	\$ 800.00	800
Locking File Cabinet	1	\$300.00	\$ 300.00	300
Shelf	1	\$200.00	\$ 200.00	200
<b>TOTAL:</b>	<b>5</b>		<b>\$ 3,000.00</b>	<b>3,000</b>

JUSTIFICATION/COMMENTS:

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				

JUSTIFICATION/COMMENTS:

# BUDGET JUSTIFICATION - EQUIPMENT AND MOTOR VEHICLES

Applicant: MADD Hawaii

Period: July 1, 2009 to June 30, 2010

DESCRIPTION EQUIPMENT	NO. OF ITEMS	COST PER ITEM	TOTAL COST	TOTAL BUDGETED
n/a			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				
JUSTIFICATION/COMMENTS:				

DESCRIPTION OF MOTOR VEHICLE	NO. OF VEHICLES	COST PER VEHICLE	TOTAL COST	TOTAL BUDGETED
			\$ -	
			\$ -	
			\$ -	
			\$ -	
			\$ -	
<b>TOTAL:</b>				
JUSTIFICATION/COMMENTS:				

# BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: MADD Hawaii

Period: July 1, 2008 to June 30, 2009

FUNDING AMOUNT REQUESTED							
TOTAL PROJECT COST	ANY OTHER SOURCE OF FUNDS RECEIVED IN PRIOR YEARS	STATE FUNDS REQUESTED		FUNDING REQUIRED IN SUCCEEDING YEARS			
		FY: 2005-2006	FY: 2006-2007	FY: 2007-2008	FY: 2008-2009	FY: 2009-2010	FY: 2010-2011
PLANS							
LAND ACQUISITION							
DESIGN							
CONSTRUCTION							
EQUIPMENT							
TOTAL:							
JUSTIFICATION/COMMENTS: n/a							

# BUDGET JUSTIFICATION CAPITAL PROJECT DETAILS

Applicant: MADD Hawaii

Period: July 1, 2009 to June 30, 2010

FUNDING AMOUNT REQUESTED						
TOTAL PROJECT COST	ANY OTHER SOURCE OF FUNDS RECEIVED IN PRIOR YEARS		STATE FUNDS REQUESTED		FUNDING REQUIRED IN SUCCEEDING YEARS	
	FY: 2005-2006	FY: 2006-2007	FY:2007-2008	FY:2008-2009	FY:2009-2010	FY:2010-2011
PLANS						
LAND ACQUISITION						
DESIGN						
CONSTRUCTION						
EQUIPMENT						
TOTAL:						
JUSTIFICATION/COMMENTS: n/a						



**DECLARATION STATEMENT  
APPLICANTS FOR GRANTS AND SUBSIDIES  
CHAPTER 42F, HAWAII REVISED STATUTES**

The undersigned authorized representative of the applicant acknowledges that said applicant meets and will comply with all of the following standards for the award of grants and subsidies pursuant to section 42F-103, Hawaii Revised Statutes:

- (1) Is licensed or accredited, in accordance with federal, state, or county statutes, rules, or ordinances, to conduct the activities or provide the services for which a grant or subsidy is awarded;
- (2) Comply with all applicable federal and state laws prohibiting discrimination against any person on the basis of race, color, national origin, religion, creed, sex, age, sexual orientation, or disability;
- (3) Agree not to use state funds for entertainment or lobbying activities; and
- (4) Allow the state agency to which funds for the grant or subsidy were appropriated for expenditure, legislative committees and their staff, and the auditor full access to their records, reports, files, and other related documents and information for purposes of monitoring, measuring the effectiveness, and assuring the proper expenditure of the grant or subsidy.

In addition, a grant or subsidy may be made to an organization only if the organization:

- (1) Is incorporated under the laws of the State; and
- (2) Has bylaws or policies that describe the manner in which the activities or services for which a grant or subsidy is awarded shall be conducted or provided.

Further, a grant or subsidy may be awarded to a non-profit organization only if the organization:

- (1) Has been determined and designated to be a non-profit organization by the Internal Revenue Service; and
- (2) Has a governing board whose members have no material conflict of interest and serve without compensation.

Further, the undersigned authorized representative certifies that this statement is true and correct to the best of the applicant's knowledge.

Mothers Against Drunk Driving

(Typed Name of Individual or Organization)



(Signature)

01/30/08

(Date)

Leah Marx

(Typed Name)

Executive Director

(Title)

